KOAA Google Analytics README

1. Data

* The data cannot be revealed to the user since it is proprietary to the company.
* However, code is provided to extract data from Google Analytics using API and then visualizing it using Plotly

1. Code

* Automation + Preprocessing
  + Compilation.ipynb contains the code for preprocessing the data from google analytics and preparing the final dataset
  + Data Extraction Script.ipynb contains the code for downloading data from google analytics as a csv file
  + Together, the above mentioned scripts can be used to extract and preprocess data for any given date range
* Dashboard Scripts
  + This folder contains all the personalized scripts to build dashboards for the sponsor
  + Seasonality\_dashboard.py builds the dashboard for the seasonality of each category filtered region
  + Regions\_dashboard.py builds the dashboard for the trend of each category filtered by region
  + Categories\_dashboard.py builds the dashboard for the normalized trend of each category with respect to the trend of the region filtered by categoty

Enjoy the visualizations!